

ABSTRACT

This invention relates to a method of providing an individualized hair care program to a customer in a retail shopping environment. More specifically, the present invention is directed to a method of providing an individualized hair care program to a customer in a retail shopping environment, which entails obtaining personal information from the customer in the retail shopping environment, using the information to create an individualized hair care program for the customer, and providing the individualized hair care program to the customer in the retail shopping environment.

5

10

15